

## **BLOOMFIELD TOWN COUNCIL**

### **GOLF SUBCOMMITTEE**

There was a regular meeting of the above referenced subcommittee held on **Monday, February 23, 2015 at 6:00 p.m.** in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Rivers, Merritt and Seldon, Jon Colman, Mark Jacobs, Mark Mansur and Ciaran Carr, Ryan Phelps

Also present were: Philip K. Schenck, Jr., Town Manager, Dave Melesko, Director of Leisure Services and India Rodgers, Clerk of Council

Absent was: Jerry Long and Brad Klein

The meeting was called to order at 6:05 p.m.

### **APPROVAL OF MINUTES**

It was moved by Councilor Rivers, seconded by Councilor Merritt and voted unanimously to approve the minutes of November 24, 2014.

### **STATUS OF PROPERTY**

#### **Year End 2014 Financials**

Mr. Ciaran Carr, General Manager for the golf course gave a brief synopsis of the year end financials for 2014. The course missed budget revenues by approximately \$100,000 variance from prior year. There was some savings in payroll and expenses totaling approximately 91,000.

Pass holder rounds and availability are ahead slightly and above budget from prior year. Outing rounds down year to date of 319 and public rounds are also down of 1,343 over prior year. The course is averaging approximately 31,000 rounds. Management stated that the course lost some to attrition. The goal moving forward is to market and retain new events for Wintonbury Hills.

Overall, the Net Ordinary Income (NOI) variance of actual and budget of approximately (\$7,250). The concerns of Management regarding negative feedback from players is the change in prices with combined rates, such as the Twilight rate and exceeding pass holder sales.

The current Operating Cash Reserve is \$217,455 as of year-end and \$140,000 for January 2015.

Management previously discussed the possibility to renew golf cart leases for five years, due to significant battery issues. There are 3 various levels available of GPS options which include traffic control, food ordering, assisting in the pace of play and it is an overall amenity to the course.

There is no negative impact on renewal, the payment may decrease the lease due to low interest rates. The new technological issues and battery life on golf carts has changed over the last few years.

**It was moved by Councilor Seldon, seconded by Councilor Merritt and voted unanimously to approve the golf carts lease agreement. (See detailed information attached)**

The committee was also updated by golf management regarding the purchase of maintenance equipment. Management utilize funding resources from the following:

- \$33,000 – operating account
- \$38,000 – savings account
- Remaining balance needed from the Town of Bloomfield

It was noted that being managed through Billy Casper Golf as a municipal course, there were significant savings on the lease of approximately \$30,000 in interest as well as over the term of lease agreement.

**It was moved by Councilor Merritt, seconded by Councilor Seldon and voted unanimously to approve the maintenance equipment lease agreement.**

## **Marketing**

In the area of marketing, there is a major focus to continue to revenues. Mr. Carr has booked 76 new events for the course this golf season. Management is exploring various ways to market the course such as through meet and greets, referral programs and business expos.

*Food and Beverage* – The Tap Inn Restaurant was successful with their February event entitled, “Asian Fusion” dinner. Management has also issued a new brochure targeted to market the restaurant and its new hours of operation. These brochures have been advertised and distributed in the Yankee Flyer, local churches bulletins, BATV and the town electronic board signage for special events.

In March, the restaurant with host their annual St. Patrick’s Day event, entitled “Shamrockfest” on Tuesday, March 17, 2015 from 11:00 a.m. – 7:00 p.m.

Management also redesigned the new Advantage Card for weekday play. This card is offers a 15% discount, \$80.00 – 5 days and \$109.00 – 7 days.

The committee also discussed annual pass holder for twilight play after 1 p.m. Management proposed walk only or pay an additional \$10.00 fee for riders. The committee recommended charging the \$10.00 fee for this golf season as a trial.

Mr. Mark Jacobs inquired about the amount of outing booked at the course. It was noted that there are approximately 4,000 rounds per year. There was a concern of the golf course becoming an outing course. Outings are 10% of total business and 30% of total revenue in the overall budget. It was decided to be clear and consistent with the marketing of the course.

### **2015 Budget Review**

The 2015 Wintonbury Hills Golf Course budget was presented to the committee for review and approval.

**It was moved by Councilor Merritt, seconded by Councilor Seldon and voted unanimously to approve the 2015 Wintonbury Hills Golf Course Budget.**

The committee discussed the uptick in total revenues, golf rounds, pass sales and food/beverage. The cost of sales and labor are similar to previous year figures. The significant increase in the budget is attributed to medical, worker's compensation and insurance. The insurance costs have increased 15% - 20% per year, averaging \$42,726). There was an ensued discussion among committee members regarding these increases under the Affordable Care Act.

The net ordinary income is budget less than \$100,000 for 2015, approximately \$99,309.

### **MAINTENANCE CONCERNS**

Mr. Mark Mansur, Superintendent updated the condition of the golf course and a tentative timeframe to open for the regular season.

He also expressed concerns regarding the ice layers and its effect on the turf. Primarily, bank grass will provide a 90 day turn-around timeframe. The course was aerated on October 27, 2014, in which greens were heavily top dressed with sand to insulate from winter deterioration.

### **ADJOURNMENT**

It was moved by Councilor Seldon and seconded by Councilor Merritt and voted unanimously to adjourn the meeting at 7:15 p.m.